

EXPERTS JECLARE MOTORIZATION AIDS FARM PRODUCTION

Without a doubt the government in calling attention to the increased use of automobiles and motor trucks on the farm has laid its finger on the one big factor that is going to not only make farming an attractive business proposition, but will increase the number of productive farms and take life on the farm more attractive.

The government experts teach men how to operate farm factors successfully, thus creating a new business or profession, that of the farm mechanical operating expert. A man who can take hold of the production activities of the farm and through the correct operation of tractors, motor trucks and other motor driven implements and appliances, can double and triple the production and distribution of farm products.

The automobile takes quick individual transportation from one field to another on the farm or from the farm to the nearest shipping point or city. The motor truck gives the farmer economical and dependable transportation of produce and livestock from farm to shipping point or city. With the tractor insuring equal efficiency in production of farm products, the farmer's city brother in the matter of employing time, labor and co-saving equipment, that not only increases production, but makes the actual work more attractive and remunerative.

Without a doubt the farmer of a few years hence will employ motor driven equipment nearly on the same scale that the manufacturer does in the city, insuring the same benefits, increasing his profits, and decreasing his farm depression.—Kline.

WHY NOT / PARTY OF AUTOMOBILE OWNERS

Now that the political pot is boiling, and a dozen or so candidates have thrown their hats into the ring, why not a National Automobile party?

At first glance this may seem to be rather amusing but when we think of it over it becomes really serious. There are now about 900,000 motor cars and trucks in this country. In two years there will be 1,000,000. Even with the present number of owners, if all voted the National Automobile ticket, they could swing every national and state election.

For a platform, the national automobile party might adopt the following planks:

1. Good roads everywhere with a just distribution of the cost thereof.
2. Scientific supervision of gasoline sources of production.
3. Full use of the highways for passenger transportation by motor car and freight transportation by motor truck, cars to be encouraged by the federal and state governments.
4. Widening of highways wherever necessary to care for the constantly growing volume of automotive traffic.

A scientific investigation of license rates and a just way of determining them.

For president a big automotive businessman who could operate the nation on the same basis of efficiency on which he operates his factory.—Columbia.

AUTOMANUFACTURERS CN FOR FREIGHT CARS

A striking evidence of the necessity for many automobile driveways can be seen by taking a brief trip over the lines of one of our railroads, and observing the hundreds of freight cars standing idly by on sidetracks—many of the wide open, and the doors, invariably small ones, while perfectly all right to get a wheelbarrow through, or something of the kind, but utterly no use to permit the entrance of an automobile.

Despite this condition, the new freight cars now in process of construction are fully 80 per cent of the small door variety. In other words, only 20 per cent of the newly ordered freight equipment will be capable of accommodating automobiles.

The situation would certainly be helped by having all the new freight cars built with doors sufficiently wide enough to accommodate automobiles, and such cars any commodity could be hauled, whereas the ordinary box cars limited to the kind of commodity that will pass through the openings, are useless.

The railroads have lately received a release of life, and now, if ever, is the psychological moment for the introduction of legislation that will call for the building of freight cars so designed that automobile manufacturers may enjoy the same opportunities of easily moving their product as do the makers of stoves, wheelbarrows, or any other commodity.—Malibon.

GIANT AIRPLANE HAS SET UP SPEED RECORD

The great trans-Atlantic aeroplane A. R. F., which was completed on Feb. 26, 1930, began its flights at the aviation field of Mirafiori in Turin, with a wonderful speed record, in which the world's record was beaten by the well-known aviator, Lieut. Francesco Brak Papa, who, with four passengers on board, attained the amazing speed of 341 kilometers an hour.

The flight was carried out according to the rules of the International Aeronautic Federation, and was officially supervised by the commissaries of the Aero club of Italy, Commendatore Carraro and Cavaliere Gustavo Varona, and by officers of the Italian military aviation, Capt. Carignani, Lieut. Marro, Fantuzzi and Torello, and Marshal Cavaliere Piccini, to whom was entrusted the duty of verifying the electric measuring apparatus.

This record marks a decisive turning point in the development of aviation and shows the seriousness of intent and the broad means with which the great Italian company, long known for its

multiform activity in the various branches of industry, has persevered in the study of this new branch of engineering, before which there is certainly a radiant future.

The machine A. R. F., invented by Engineer Celestino Rossetti, is one which at the international exposition in Paris last December attracted the general admiration of engineers by its ponderous bulk combined with an unequalled elegance of form and harmony of lines.

This machine, a biplane with frame propelled by the powerful 700-horsepower motor & 14, contains in addition to the crew and instruments, fully 400 gallons of fuel, or sufficient to feed the motor for 20 consecutive hours, which renders it possible for the airplane to cover the enormous distance of 5,000 kilometers without stopping, while the voyage across the Atlantic is only 3,000.

The upper classes are making an issue of good roads because they have nowhere to drive their motor cars.

The writer adds that although there will be much road work in the near future, toll roads will be the rule and to motor anywhere it will be necessary to pay this excess tax for the pleasure.—Motor Life Magazine.

To Westcott Owners

In taking over the Westcott agency for Tennessee, Mississippi and Arkansas we want to assure you of efficient service. We will appreciate a call from all present and prospective Westcott owners.

Cleveland Motor Car Co.

Oscar H. Cleveland, Gen. Mgr.
444 Monroe Ave.



To the Motoring Public

Please accept our thanks for your patience in waiting until Monday for service you expected Saturday afternoon. We want to assure you that our employees are appreciative, and your recognition of their Saturday half-holidays will be reflected in a still better Wilard service.

We Close
Saturday
At 1 P.M.

Ozburn-Abston Co.

600 Monroe Ave.
Phones Main 1748-1499.
Long Distance M. 9209.

We test, repair and recharge storage batteries and always carry a full supply of battery parts, new batteries and rental batteries for all makes of cars.

Road Service

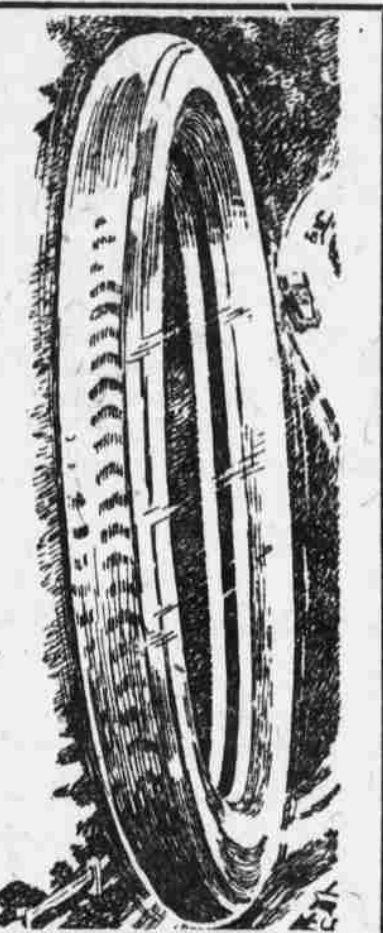
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"Cocksure"

And because we are so sure we give the guarantee we do. That is that a broken part of metal will be just as strong and firm as a new one after we have given it a dose of our "permanent welding."

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There is no machine too large or too small for us to weld. Any part of any metal is our limit and that limit is boundless. Welding is the only remedy for broken parts, and for real service there is only one welding plant.

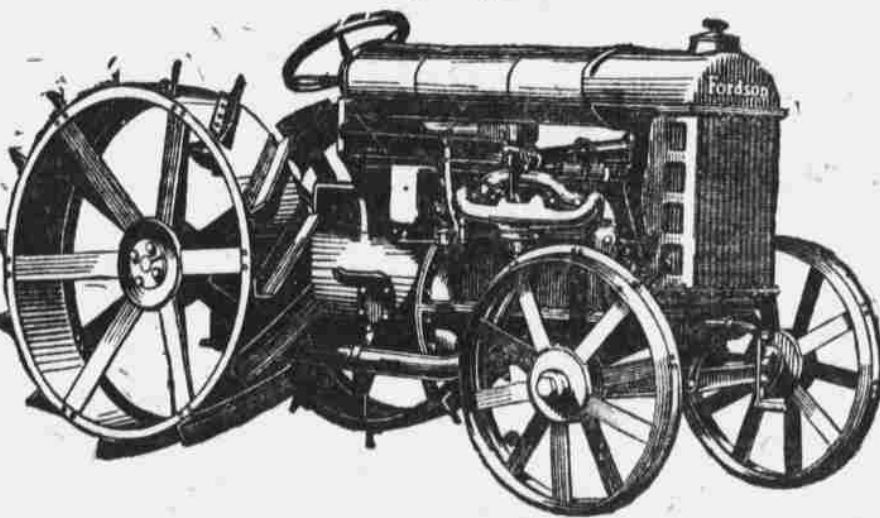
Remember the Name and the Place

METAL WELDING COMPANY

W. C. Graves Proprietors Robt. W. Bowers
324-326 Old Madison Ave. Phone M. 2799.

We carry for immediate delivery a full and complete line of welding equipment and supplies.

FORDSON TRACTOR



ALATE SPRING occasions no worry in the mind of the farmer who is equipped with a Fordson Tractor. He knows the tractor will meet the test efficiently and economically. Fordson farming equipment makes farming more interesting and therefore more profitable.

IF YOU INVESTIGATE YOU WILL BEGIN THIS SPRING
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GRAHAM-MERRIN CO.
Madison at Wellington
Telephone Main 1576

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259 Monroe Avenue
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PRICE-BARWICK CO.
740 Union Avenue
Telephone Main 6970

UNIVERSAL MOTOR CAR CO.
963 Union Avenue
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Are Friends Worth Having?

We Say They Are!

Hemlock Six-Four-Hundred Tire Co. opened for business on February 20th, having—

A new plant, provided with the latest and most efficient equipment—

A complete stock of Goodyear Tires for all cars and trucks—

Six Fast Fords to give day and night road service, to swear by, not at—

Plenty of pep and hustle—

The right prices (Goodyear's list, with nothing added)—

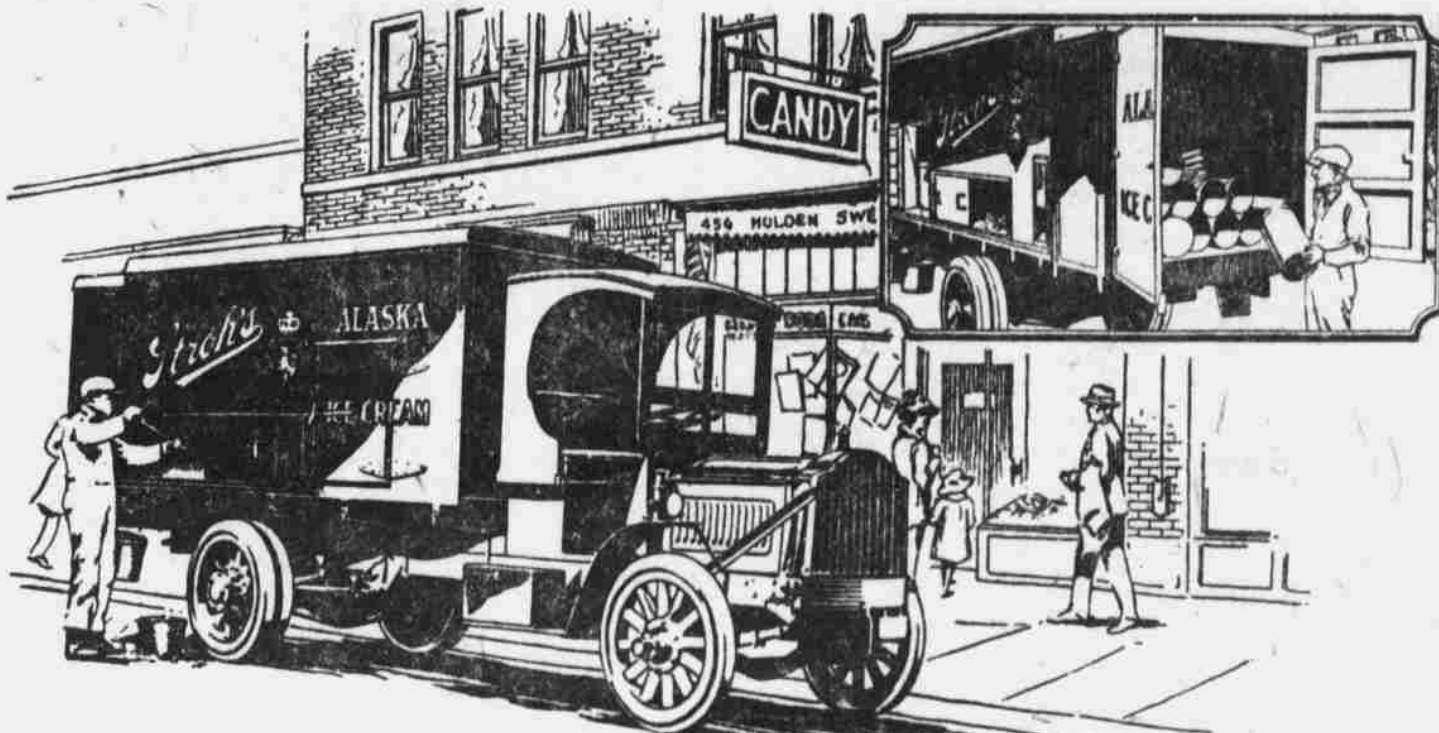
A host of loyal friends who not only came to us, but brought their friends as well—

And now Hemlock Six-Four-Hundred is an assured success—

WE OWE our friends a lot. Without their assistance we could not have accomplished nearly so much. Verily, a friend in need is a friend indeed, and we want to thank our friends for their appreciated assistance.

Hemlock 6400 Tire Co.

(Six-Four-Hundred)
Pneumatic Tires and Tubes **GOODYEAR** Solid and Pneumatic Truck Tires
990-998 Union Ave., Corner of Pauline St.



The latest in Ice Cream bodies—a special-bodied Packard with separate compartments for the cream—salt—ice and empty cans. No BRINE to drip and ruin the truck's working parts.

What Will Your Truck Driver Save You This Year

HAULAGE conditions here in town will undergo a big change within the next year or so.

Merchants are putting their transportation on a more "brass tacks" basis. Big savings will be made.

It seems that the merchants who are making a haulage "profit" keep in touch with their drivers.

They receive first-hand information as to which truck is most economical to operate and maintain—the truck freest from repairs—or the truck which is quickest and easiest to handle.

It is interesting to note that the men who have learned Packard facts in this way

We have enough repair parts in stock to build several trucks. No better service in this respect can be given in Memphis.

are standardizing on Packards.

Packard drivers like to keep costs—it's easy to show a big

dollar-and-cents saving with a Packard.

BESIDES, the driver has a good chance to make a reputation for himself.

Any local business man interested in knowing what he can save with a Packard should come in and see some of the records of the 1700 Packard owners using the National Standard Truck Cost System.

Phone for an appointment with one of our transportation engineers. Let him show you hauling figures of Packard owners in the same line of business as your own.

Ask the man who owns one

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